



Application for Launch

Please fill out the questions below. These questions are related to the Lean Business Canvas ([Example](#)) which is a tool that be further explained in the course work, but roughly it is a one page business plan. Please provide short answers about your company. Write concisely (2-3 sentences or with a bulleted lists).

Name*(required):

Email*(required):

Phone*(required):

Address*(required):

Website (optional):

1. Company Name if you have one:

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2. Customer Segments: describe the segments (Old/Young, Men/Women. Etc.) that you are trying to sell your product/services to.

3. Problem: Each customer segment you are thinking about working with will have a set of problems that need solved. In this box try listing the one to three high priority problems that your customer segment has.

4. Solutions: How will your company address those problems.

5. Unique Value Proposition: Why are you different and why should your customers buy from you.

6. Channels: How can you reach out to your customer to transfer knowledge about your products/services? For instance, an open house, postcards, text messaging, etc. Try to be specific, i.e. An Instagram site about how your company can plan a great party, as opposed to "Use the internet."

7. Revenue Streams: A rough idea of what your average total sales per month will be 1 year from now.

8. Cost Structure: A rough idea of what your average total costs per month will be 1 year from now. As a separate item how much to you need to open the doors (startup cost).

Please submit to DGeikler@waketech.edu